

DIRECT ADVERTISING

CONFIRMATION SCHEDULE

CLIENT: COMMODORE BUSINESS MACHINES

PERIOD: NOV-DEC '79

PRODUCT: WATCHES

DATE: 2/10/79

MEDIUM	SIZE	NO. INS	PRICE PER INSERTION	COMM %	TOTAL	OCTOBER 1 8 15 22 29		NOVEMBER 5 12 19 26		DECEMBER 3 10 17 24				
1) NATIONAL PRESS														
Daily Mirror	Half Page	4	£4,305.00	15	£ 17,220.00			X	X*	X X				
Sun	Half Page	3	£4,879.00	15	£ 14,637.00			X	X	X				
Sunday People	Half Page	4	£4,032.00	15	£ 16,128.00	4		18	2	9				
Sunday Mirror	Half Page	4	£4,620.00	15	£ 18,480.00	4		11	2	9				
					TOTAL PRESS £ 66,465.00									
					NET £ 56,495.25									
2) RADIO 30'SECONDS														
London:Capital	46 spots per week 4 weeks	4	£5,945.00 <i>per week</i>		£ 23,780.00			X X	X X					
								46 46	46 46					
Manchester - Piccadilly	38 spots per week 4 weeks	4	£2,464.50		£ 9,858.00			X X	X X					
								38 38	38 38					
					TOTAL RADIO £ 33,638.00									
					NET £ 28,592.30									
					OVERALL TOTAL: £100,103.00									
					NET TOTAL: £ 85,087.55									

DATE OF INSERTION
 Sun -Wed-Sat
 D.Mirror-Wed-Fri
 *Wed-Sat option

DIRECT ADVERTISING

CONFIRMATION SCHEDULE

PERIOD: NOV-DEC '79

CLIENT: COMMODORE BUSINESS MACHINES

PRODUCT: WATCHES

DATE: 2/10/79

scanned by

**commodore international
historical society**

<https://www.commodore.international/>